TO: R.C. FARMER
FROM: T.J THOMPSON

SUBJECT: "HARLEY FEST", CONNEAUT LAKE, PA

DEAR ROGER:

THE FOLLOWING IS A RECAP OF THE EXCELLENT RESULTS FROM THE "HARLEY FEST" ON MEMORIAL DAY WEEKEND:

THE BUFFALO NEW YORK DIVISION PROVES THAT ITS NOT ONLY COOL TO BE A CAMEL, ITS COOL TO BE A "HOG"; A HARLEY DAVIDSON HOG THAT IS. ASR CHUCK DOLNOSICH WELCOMED OVER 10,000 "SMOOTH RIDERS" TO THE ROCK N' RALLY 94 HARLEY DAVIDSON FESTIVAL IN CONNEAUT LAKE PENNSYLVANIA OVER MEMORIAL DAY WEEKEND. HELPING PREPARE FOR THE FESTIVAL WERE ASR GREG UBING, CAMEL SRT RONALD CARR, PART TIME PROMOTIONAL SPECIALISTS; PAULA NOTARIANNI AND CHERYL HEINTZ, AND TRAINING AND DEVELOPMENT MANAGER TIM THOMPSON. A 15 FOOT CAMEL INFLATABLE PACK WAS PLACED AT THREE STRATEGIC LOCATIONS LEADING UP TO THE WEEKEND.

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Source: https://www.industrydocuments.ucsf.edu/docs/grfn0000

RESULTS

15 LOCATIONS

740 CAMEL T-SHIRTS
790 CAMEL TUMBLERS
780 CAMEL LIGHTERS
770 WINSTON SELECT CAN HUGGERS
600 CAMEL SUNDANAS
3680 TOTAL PREMIUMS

7976 PACK COUPONS/UPR'S
145 CARTON COUPONS

TOTAL PROMOTED CARTONS | 1961
32.7 CASES

POINT OF SALE

218 PAPER
26 BANNERS
38 DUMP BINS/COUNTER DISPLAYS
17 CURB MOUNTS
20 MISC SIGNAGE

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